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ABSTRACT

Each year, Piedmont Virginia Community College (PVCC) examines longitudinal data on fall term minority enrollment to identify trends which may be of interest to those involved in planning student recruitment and retention activities. The findings of the 1988 study indicated that: (1) 468 minority students enrolled at PVCC during fall 1988, representing a loss of 16 students from fall 1987 but a steady percentage of 11.1% of the student body; (2) Blacks represented 9.1% of the student population and 81.2% of the minority student population; (3) of the remaining minority students, 46 were Asian or Pacific Islanders, 25 were Hispanic, and 7 were American Indians or Alaskan natives; (4) Black male enrollment declined by 16.1% between fall 1987 and fall 1988, while the number of Black females rose by 3.4%; (5) between fall 1987 and 1988, the percentage of new Black students fell by 15%; and (6) the percentage of Black students enrolled full time fell from 19.1% to 17.4%. These trends suggest PVCC is not recruiting and retaining as many Black students as it should, and must therefore reexamine its strategies and intensify its efforts to attract and retain minority students. (AJL)

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MINORITY ENROLLMENT REPORT
FALL SEMESTER 1988

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Brief No. 89-1

PVCC Institutional Research Brief

January 1989

MINORITY ENROLLMENT AT PVCC FALL SEMESTER 1988

Each year the Office of Institutional Research and Planning at Piedmont Virginia Community College (PVCC) publishes a report on fall term minority enrollment. The purpose of the report is to display longitudinal minority enrollment data and examine trends which might prove of interest to those involved in planning student recruitment and retention activities. This brief highlights the ninth of these reports, *Minority Enrollment Report: Fall Semester 1988* (PVCC Institutional Research Report No. 1-89, January 1989).

Four-hundred sixty-eight minority students enrolled at PVCC during Fall Semester 1988. Although 16 fewer minority students enrolled in fall 1988 than in fall 1987, the percentage of minority students within the student body as a whole was the same (11.1%). Three-hundred eighty, or 81.2%, of all minority students were black. Black students accounted for 9.1% of the entire student body. Of the remaining minority students, 46 were Oriental (Asians or Pacific Islanders), 25 were Hispanic, 7 were American Indians or Alaskan natives, and 10 classified themselves as "other." PVCC fall 1988 enrollment by race (white, black, and minority other than black) is shown in Figure 1.

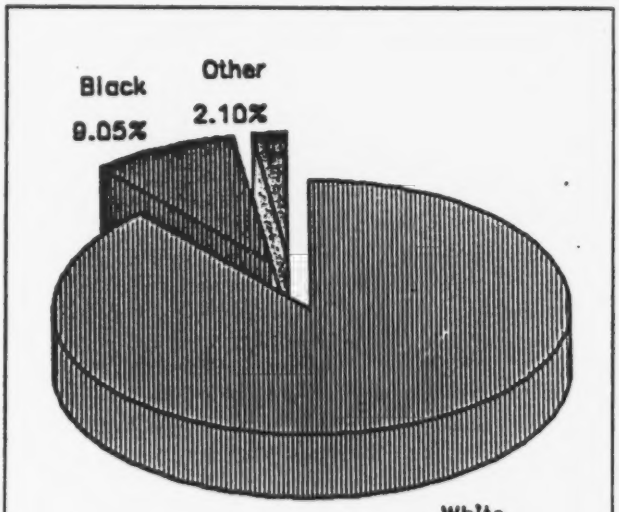

FIGURE 1: PVCC FALL SEMESTER 1988 ENROLLMENT BY RACE

Although in many respects minority enrollment patterns for Fall Semester 1988 were similar to those for Fall Quarter 1987, Fall Quarter 1986, and Fall Quarter 1985, several trends noted in *Minority Enrollment Report: Fall Semester 1988* suggest that PVCC

(Continued on reverse side)

needs to re-examine its minority recruiting and retention strategies. These trends were particularly noticeable with respect to black students.

First, in terms of both number and percentage, there was a sharp decline in black male attendance at PVCC. In fall 1987, 131 black males attended PVCC; in fall 1988 the number of black males fell to 110, a 16.1% decline, and the percentage fell from 33.4% of all black students to 28.9%. During the same period of time, the number of black females rose from 261 to 270, a 3.4% increase.

Second, in terms of both number and percentage, there was a decline in new black students between fall 1987 and fall 1988. The number of new black students dropped from 140 to 119, a 15% decline, and the percentage of new black students fell from 35.7% of all black students to 31.3%.

Third, a slight decrease in both number and proportion of black full-time students was noted. In Fall Quarter 1987, 75 blacks were classified as full-time students (19.1% of all black students); in Fall Semester 1988, 66 blacks were classified as full-time students (17.4% of all black students).

Finally--and this trend has been in evidence for several years--there were proportionally fewer black sophomores at PVCC than white sophomores. In fall 1988, 39.8% of all white students were classified as freshmen, and 13.2% were classified as sophomores; 50.3% of all black students were classified as freshmen, and 9.2% were classified as sophomores.

What these trends suggest is that PVCC is not recruiting as many black students as it should. This is especially true with respect to black males. Also, PVCC may not be retaining as many black students as it should. The college should re-examine its recruiting and retention strategies and intensify its efforts to attract and keep minority students.

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FIGURE 1: PVCC FALL SEMESTER 1988 ENROLLMENT BY RACE 2

MINORITY ENROLLMENT REPORT
FALL SEMESTER 1988

INTRODUCTION

This is the ninth in a continuing series of reports concerning minority enrollment at Piedmont Virginia Community College (PVCC). Each report is designed to display longitudinal minority enrollment data and examine trends which should prove of interest to those involved in planning student recruitment and retention activities.

As in previous reports, all data were obtained from the Student Enrollment Booklets compiled each term by the Virginia Community College System (VCCS) and printed electronically by computer. These booklets consist of numerous tables of data relating to many different aspects of student enrollment within the VCCS. Each table within the Student Enrollment Booklet from which data were obtained is noted within this report.

This year's report is essentially the same as last year's in terms of content and format. However, due to the change from a quarter to a semester system in 1988-1989, caution should be exercised in comparing 1988 fall enrollment figures to previous fall enrollment figures.

MINORITY ENROLLMENT

Four-hundred sixty-eight minority students enrolled at PVCC during Fall Semester 1988. Although 16 fewer minority students enrolled in fall 1988 than in fall 1987, the percentage of minority students within the student body as a whole was the same (11.1%). Three-hundred eighty, or 81.2%, of all minority students were black. Black students accounted for 9.1% of the entire student body. Of the remaining minority students, 46 were Oriental (Asians or Pacific Islanders), 25 were Hispanic, 7 were American Indians or Alaskan natives, and 10 classified themselves as "other."[1]

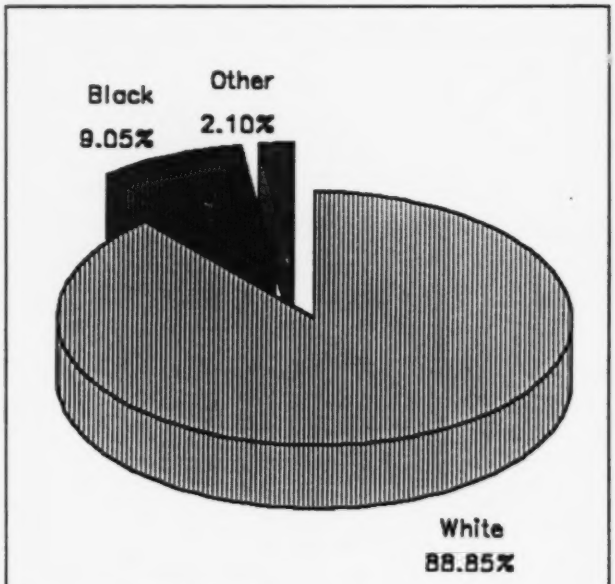

FIGURE 1: PVCC FALL SEMESTER 1988 ENROLLMENT BY RACE

PVCC fall 1988 enrollment by race (white, black, and minority other than black) is shown in Figure 1. As can be seen in Table 1, Fall Semester 1988 minority enrollment patterns were quite similar to those of Fall Quarter 1987, Fall Quarter 1986, and Fall

[1]As noted in previous reports, a student's racial classification is determined by what he or she indicates on the initial admission form. There are six boxes which the student may check: (1) White; (2) Black; (3) American Indian or Alaskan Native; (4) Asian or Pacific Islander; (5) Hispanic; and (6) Other. After the "other" box, space is provided for comment. Typically, an "other" student is a foreign student, uncertain which box to check. Occasionally, an "other" student is one with a sense of whimsy. On the admission form, students have written such comments as "human" or "Indiana Irish" to justify their "other" classification.

TABLE 1: PVCC FALL QUARTER HEADCOUNT BY RACE

YEAR	TOTAL WHITE	TOTAL BLACK	OTHER MINORITY Ori-ental	His-panic	Amer. Indian	Other	TOTAL OTHER MINORITY	TOTAL ALL MINORITY	TOTAL ALL STUDENTS
1984									
Number	3,277	301	52	22	6	10	90	391	3,668
Percentage	89.3%	8.2%	1.4%	0.6%	0.2%	0.3%	2.5%	10.7%	100.0%
Pct. Increase	-2.4%	-8.0%	-14.8%	69.2%	20.0%	42.9%	4.7%	-5.3%	-2.7%
1985									
Number	3,403	367	47	16	4	10	77	444	3,847
Percentage	88.5%	9.5%	1.2%	0.4%	0.1%	0.3%	2.0%	11.5%	100.0%
Pct. Increase	3.8%	21.9%	-9.6%	-27.3%	-33.3%	0.0%	-14.4%	13.6%	4.9%
1986									
Number	3,669	383	50	20	11	6	87	470	4,139
Percentage	88.6%	9.3%	1.2%	0.5%	0.3%	0.1%	2.1%	11.4%	100.0%
Pct. Increase	7.8%	4.4%	6.4%	25.0%	175.0%	-40.0%	13.0%	5.9%	7.6%
1987									
Number	3,877	392	45	24	11	12	92	484	4,361
Percentage	88.9%	9.0%	1.0%	0.6%	0.3%	0.3%	2.1%	11.1%	100.0%
Pct. Increase	5.7%	2.3%	-10.0%	20.0%	0.0%	100.0%	5.7%	3.0%	5.4%
1988									
Number	3,730	380	46	25	7	10	88	468	4,198
Percentage	88.9%	9.1%	1.1%	0.6%	0.2%	0.2%	2.1%	11.1%	100.0%
Pct. Increase	-3.8%	-3.1%	2.2%	4.2%	-36.4%	-16.7%	-4.3%	-3.3%	-3.7%

SOURCE: VCCS Student Enrollment Booklets, Table 3a. Percentage figures indicate the percentage of students within a category for that particular year. Percentage increase figures indicate the increase or decrease by percentage in students from one year to the next. Note that before fall 1988 PVCC operated under a quarter system; it now operates under a semester system.

Quarter 1985. In fall 1988, the percentage of minority students within the entire student body was the same as in fall 1987, and slightly lower than in fall 1986 or fall 1985. The percentage of black students within the student body was one-tenth of a percentage point higher in fall 1988 than in fall 1987, but slightly lower than in either fall 1986 or fall 1985.

Normally, minority enrollment patterns differ slightly from overall student enrollment patterns. Between fall 1984 and fall 1985, minority student enrollment increased at

a faster rate than either white student enrollment or enrollment in general. The opposite was true between fall 1985 and fall 1986 and between fall 1986 and fall 1987. Between fall 1987 and fall 1988 the enrollment patterns were approximately the same.

STUDENT DEMOGRAPHIC CHARACTERISTICS BY RACE

In previous minority enrollment studies, demographic characteristics of minority students have been similar to those of white students.[2] This was true in fall 1988 with the notable exception of sex. While typically females outnumber males at PVCC by a ratio of 2:1, the ratio is even higher for black students. As can be seen in Table 2, only 28.9% of all black students attending PVCC during Fall Semester 1988 were male. During Fall Quarter 1987, the percentage figure was 33.4%, and during Fall Quarter 1986, it was 36.6%. Between fall 1987 and fall 1988, the number of black males at PVCC declined by 16%; during the same period, the number of black females actually increased by 3.4%.

The same trends were even more pronounced with respect to minority students other than black. Between fall 1987 and fall 1988, the number of other minority males decreased by 27%, and the number of other minority females increased by 16.7%.

With respect to age, the mean age of black students was lower by one year than the mean age of white students, but the median age was one year higher. The mean

[2]Demographic characteristics examined in this report are sex, age, and residence.

TABLE 2: PVCC FALL TERM HEADCOUNT BY RACE AND SEX

CATEGORY	1984 No.	1984 Pct.	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.
MALE										
White	1212	37.0%	1269	37.3%	1291	35.2%	1432	36.9%	1400	37.5%
Black	113	37.5%	128	34.9%	140	36.6%	131	33.4%	110	28.9%
Other	36	40.0%	32	41.6%	37	42.5%	44	47.8%	32	36.4%
TOTAL	1361	37.1%	1429	37.1%	1468	35.5%	1607	36.8%	1542	36.7%
FEMALE										
White	2065	63.0%	2134	62.7%	2378	64.8%	2445	63.1%	2330	62.5%
Black	188	62.5%	239	65.1%	243	63.4%	261	66.6%	270	71.1%
Other	54	60.0%	45	58.4%	50	57.5%	48	52.2%	56	63.6%
TOTAL	2307	62.9%	2418	62.9%	2671	64.5%	2754	63.2%	2656	63.3%
ALL STUDENTS										
White	3277	100%	3403	100%	3669	100%	3877	100%	3730	100%
Black	301	100%	367	100%	383	100%	392	100%	380	100%
Other	90	100%	77	100%	87	100%	92	100%	88	100%
TOTAL	3668	100%	3847	100%	4139	100%	4361	100%	4198	100%

SOURCE: VCCS Student Enrollment Booklets, Table 3d. Percentage figures indicate the percentage of males or the percentage of females by a particular racial category. Note that prior to fall 1988 PVCC operated under a quarter system; it now operates under a semester system.

age of white students was 30; the mean age of black students was 20. The median age of white students was 28; the median age of black students was 29. The mean and median ages of minority students other than black were the same as those of white students. Age categories by race for PVCC fall semester students are presented in Table 3.

TABLE 3: PVCC FALL TERM HEADCOUNT BY RACE AND AGE

CATEGORY	1984 No.	1984 Pct.	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.
UNDER 18										
White	24	0.7%	30	0.9%	18	0.5%	21	0.5%	36	1.0%
Black	1	0.3%	6	1.6%	6	1.6%	2	0.5%	2	0.5%
Other	1	1.1%	0	0.0%	1	1.1%	1	1.1%	1	1.1%
TOTAL	26	0.7%	36	0.9%	25	0.6%	24	0.6%	39	0.9%
18-21										
White	780	23.8%	752	22.1%	774	21.1%	798	20.6%	854	22.9%
Black	68	22.6%	79	21.5%	94	24.5%	94	24.0%	87	22.9%
Other	26	28.9%	16	20.8%	24	27.6%	25	27.2%	16	18.2%
TOTAL	874	23.8%	847	22.0%	892	21.6%	917	21.0%	957	22.8%
22-24										
White	417	12.7%	430	12.6%	480	13.1%	455	11.7%	423	11.3%
Black	47	15.6%	46	12.5%	33	8.6%	46	11.7%	48	12.6%
Other	13	14.4%	15	19.5%	10	11.5%	12	13.0%	13	14.8%
TOTAL	477	13.0%	491	12.8%	523	12.6%	513	11.8%	484	11.5%
25-34										
White	1146	35.0%	1135	33.4%	1132	30.9%	1214	31.3%	1207	32.4%
Black	109	36.2%	139	37.9%	145	37.9%	146	37.2%	137	36.1%
Other	30	33.3%	26	33.8%	30	34.5%	31	33.7%	31	35.2%
TOTAL	1285	35.0%	1300	33.8%	1307	31.6%	1391	31.9%	1375	32.8%
35-44										
White	564	17.2%	648	19.0%	763	20.8%	830	21.4%	753	20.2%
Black	55	18.3%	69	18.8%	84	21.9%	79	20.2%	74	19.5%
Other	12	13.3%	15	19.5%	17	19.5%	15	16.3%	21	23.9%
TOTAL	631	17.2%	732	19.0%	864	20.9%	924	21.2%	848	20.2%
45-59										
White	305	9.3%	366	10.8%	376	10.2%	434	11.2%	390	10.5%
Black	18	6.0%	28	7.6%	17	4.4%	19	4.8%	31	8.2%
Other	5	5.6%	4	5.2%	5	5.7%	7	7.6%	5	5.7%
TOTAL	328	8.9%	398	10.3%	398	9.6%	460	10.5%	426	10.1%
60 AND OVER										
White	41	1.3%	42	1.2%	126	3.4%	125	3.2%	67	1.8%
Black	3	1.0%	0	0.0%	4	1.0%	6	1.5%	1	0.3%
Other	3	3.3%	1	1.3%	0	0.0%	1	1.1%	1	1.1%
TOTAL	47	1.3%	43	1.1%	130	3.1%	132	3.0%	69	1.6%
ALL STUDENTS										
White	3277	100%	3403	100%	3669	100%	3877	100%	3730	100%
Black	301	100%	367	100%	383	100%	392	100%	380	100%
Other	90	100%	77	100%	87	100%	92	100%	88	100%
TOTAL	3668	100%	3847	100%	4139	100%	4361	100%	4198	100%

SOURCE: VCCS Student Enrollment Booklets, Table 11b. Percentage figures indicate the percentage of students in a particular racial category by a particular age category. Note that prior to fall 1988 PVCC operated under the quarter system; during fall 1988 PVCC operated under the semester system.

The PVCC fall semester headcount by race and residence is shown in Table 4. Approximately the same percentages of whites and blacks resided within the PVCC service region, as well as outside the service region but within the state. A slightly lower percentage of black students resided outside of Virginia. A smaller percentage of minority students other than black than of white students or black students resided within the service region or within the state, and a larger percentage resided outside of Virginia.

TABLE 4: PVCC FALL TERM HEADCOUNT BY RACE AND RESIDENCE

CATEGORY	1984 No.	1984 Pct.	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.
IN-DISTRICT										
White	2804	85.6%	2936	86.3%	3252	88.6%	3410	88.0%	3211	86.1%
Black	267	88.7%	327	89.1%	355	92.7%	349	89.0%	328	86.3%
Other	75	83.3%	70	90.9%	74	85.1%	80	87.0%	73	83.0%
TOTAL	3146	85.8%	3333	86.6%	3681	88.9%	3839	88.0%	3612	86.0%
OUT-OF-DISTRICT										
White	395	12.1%	394	11.6%	350	9.5%	384	9.9%	444	11.9%
Black	29	9.6%	34	9.3%	24	6.3%	32	8.2%	48	12.6%
Other	4	4.4%	5	6.5%	7	8.0%	8	8.7%	6	6.8%
TOTAL	428	11.7%	433	11.3%	381	9.2%	424	9.7%	498	11.9%
OUT-OF-STATE										
White	78	2.4%	73	2.1%	67	1.8%	83	2.1%	75	2.0%
Black	5	1.7%	6	1.6%	4	1.0%	11	2.8%	4	1.1%
Other	11	12.2%	2	2.6%	6	6.9%	4	4.3%	9	10.2%
TOTAL	94	2.6%	81	2.1%	77	1.9%	98	2.2%	88	2.1%
ALL STUDENTS										
White	3277	100%	3403	100%	3669	100%	3877	100%	3730	100%
Black	301	100%	367	100%	383	100%	392	100%	380	100%
Other	90	100%	77	100%	87	100%	92	100%	88	100%
TOTAL	3668	100%	3847	100%	4139	100%	4361	100%	4198	100%

SOURCE: VCCS Student Enrollment Booklets, Table 8a. Percentage figures indicate the percentage of students in a particular racial category by their residence. In-district students are those who reside within the PVCC service region. Out-of-district students are those who reside within Virginia but not within the PVCC service region. Out-of-state students are those who reside outside of Virginia. Note that prior to fall 1988 PVCC operated under the quarter system; during fall 1988 PVCC operated under the semester system.

The fall semester headcount by race and residence for all PVCC service region localities is shown in Table 5.

TABLE 5: PVCC FALL TERM HEADCOUNT BY RACE AND IN-DISTRICT RESIDENCE

CATEGORY	1984 No.	1984 Pct.	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.
ALBEMARLE										
White	1325	47.3%	1403	47.8%	1417	43.6%	1546	45.3%	1474	45.9%
Black	86	32.2%	100	30.6%	96	27.0%	104	29.8%	96	29.3%
Other	26	34.7%	27	38.6%	26	35.1%	31	38.8%	37	50.7%
TOTAL	1437	45.7%	1530	45.9%	1539	41.8%	1681	43.8%	1607	44.5%
BUCKINGHAM										
White	54	1.9%	64	2.2%	72	2.2%	47	1.4%	39	1.2%
Black	11	4.1%	25	7.6%	35	9.9%	20	5.7%	14	4.3%
Other	2	2.7%	2	2.9%	1	1.4%	3	3.8%	2	2.7%
TOTAL	67	2.1%	91	2.7%	108	2.9%	70	1.8%	55	1.5%
FLUVANNA										
White	160	5.7%	173	5.9%	162	5.0%	177	5.2%	185	5.8%
Black	17	6.4%	27	8.3%	25	7.0%	27	7.7%	29	8.8%
Other	0	0.0%	3	4.3%	1	1.4%	4	5.0%	2	2.7%
TOTAL	177	5.6%	203	6.1%	188	5.1%	208	5.4%	216	6.0%
GREENE										
White	136	4.9%	171	5.8%	178	5.5%	192	5.6%	200	6.2%
Black	6	2.2%	4	1.2%	3	0.8%	6	1.7%	8	2.4%
Other	1	1.3%	0	0.0%	0	0.0%	1	1.3%	1	1.4%
TOTAL	143	4.5%	175	5.3%	181	4.9%	199	5.2%	209	5.8%
LOUISA										
White	119	4.2%	108	3.7%	104	3.2%	139	4.1%	132	4.1%
Black	35	13.1%	33	10.1%	28	7.9%	35	10.0%	31	9.5%
Other	1	1.3%	2	2.9%	4	5.4%	2	2.5%	2	2.7%
TOTAL	155	4.9%	143	4.3%	136	3.7%	176	4.6%	165	4.6%
NELSON										
White	144	5.1%	120	4.1%	128	3.9%	163	4.8%	152	4.7%
Black	7	2.6%	13	4.0%	16	4.5%	16	4.6%	15	4.6%
Other	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	152	4.8%	133	4.0%	144	3.9%	179	4.7%	167	4.6%
CHARLOTTESVILLE										
White	866	30.9%	897	30.6%	1191	36.6%	1146	33.6%	1029	32.0%
Black	105	39.3%	125	38.2%	152	42.8%	141	40.4%	135	41.2%
Other	44	58.7%	36	51.4%	42	56.8%	39	48.8%	29	39.7%
TOTAL	1015	32.3%	1058	31.7%	1385	37.6%	1326	34.5%	1193	33.0%
TOTAL IN-DISTRICT										
White	2804	100%	2936	100%	3252	100%	3410	100%	3211	100%
Black	267	100%	327	100%	355	100%	349	100%	328	100%
Other	75	100%	70	100%	74	100%	80	100%	73	100%
TOTAL	3146	100%	3333	100%	3681	100%	3839	100%	3612	100%

SOURCE: VCCS Student Enrollment Booklets, Table 8A. Percentage figures indicate the percentage of students in a particular racial category by their residence. Note that prior to fall 1988 PVCC operated under the quarter system; during fall 1988 PVCC operated under the semester system.

Approximately 40% of all black students living within PVCC's service region resided in the City of Charlottesville. Nearly 30% resided in Albemarle County. Approximately 50% of other minority students living within the service region resided in Albemarle County. Nearly 40% resided in Charlottesville.

As has been noted in previous minority enrollment reports, PVCC has never enrolled as high a percentage of non-whites as there is in the service region as a

TABLE 6: PERCENTAGE OF NON-WHITES BY SERVICE REGION POPULATION AND PVCC FALL HEADCOUNT

	1984		1985		1986		1987		1988	
RESIDENCE	Pct. Pop.	Pct. HC	Pct. Pop.	Pct. HC	Pct. Pop.	Pct. HC	Pct. Pop.	Pct. HC	Pct. Pop.	Pct. HC
Albemarle	12.1%	7.8%	12.0%	8.3%	11.9%	7.9%	11.9%	8.0%	11.8%	8.3%
Buckingham	42.7%	19.4%	42.5%	29.7%	42.2%	33.3%	41.9%	32.9%	41.6%	29.1%
Fluvanna	27.4%	9.6%	27.0%	14.8%	26.6%	13.8%	26.2%	14.9%	25.7%	14.4%
Greene	7.3%	4.9%	7.2%	2.3%	7.0%	1.7%	6.8%	3.5%	6.6%	4.3%
Louisa	30.9%	23.2%	30.4%	24.5%	29.8%	23.5%	29.2%	21.0%	28.6%	20.0%
Nelson	22.0%	5.3%	21.6%	9.8%	21.1%	11.1%	20.7%	8.9%	20.2%	9.0%
Charlottesville	20.8%	14.7%	21.1%	15.2%	21.7%	14.0%	22.2%	13.6%	22.8%	13.7%
TOTAL	18.5%	10.9%	18.4%	11.9%	18.4%	11.7%	18.3%	11.2%	18.3%	11.1%

SOURCE: VCCS census tapes and VCCS Student Enrollment Booklets, Table 15. The population percentage is the percentage of non-whites projected to be residing in each locality during a particular year; the headcount percentage is the percentage of non-white students attending PVCC during the fall quarter of a particular year. Note that prior to fall 1988 PVCC operated under the quarter system; it now operates under the semester system.

whole. As can be seen in Table 6, over 18% of the service region population during any recent year is non-white, while less than 12% of the PVCC student population is non-white. The figures for fall 1988 were nearly the same as those for fall 1987.

STUDENT ENROLLMENT CHARACTERISTICS BY RACE

As was noted in previous minority enrollment reports, differences in white and minority enrollment characteristics often provide clues as to what minority students do and do not find attractive about PVCC. Enrollment characteristics examined in this study are attendance (new or returning), status (full-time or part-time), class (freshmen, sophomores, developmental, or unclassified), program (college transfer, occupational/technical, developmental, or unclassified), degree sought (Associate of Arts [A.A.], Associate of Science [A.S.], Associate of Applied Science [A.A.S.], diploma, certificate, developmental, or unclassified), and curriculum (Business Administration, Education, Fine Arts, and so forth).

In previous minority enrollment reports, a slightly higher percentage of minority students were new and a slightly lower percentage were returning.[3] As can be seen in Table 7, in fall 1988 the opposite was true for black students. Slightly over one-third of all white students were new, while slightly less than one-third of black students were new. These figures suggest that PVCC did not perform as well as in previous years with respect to recruiting new black students, and indeed, 21 fewer new black students were enrolled at PVCC during Fall Semester 1988.

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[3]New students include first-time students (those who have not attended college previously) and transfer students (those who have attended college previously but have never attended PVCC).

TABLE 7: PVCC FALL TERM HEADCOUNT BY RACE AND NEW/RETURNING STATUS

CATEGORY	1984 No.	1984 Pct.	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.
NEW										
White	1155	35.2%	1237	36.4%	1279	34.9%	1312	33.8%	1300	34.9%
Black	114	37.9%	138	37.6%	148	38.6%	140	35.7%	119	31.3%
Other	37	41.1%	23	29.9%	37	42.5%	34	37.0%	31	35.2%
TOTAL	1306	35.6%	1398	36.3%	1464	35.4%	1486	34.1%	1450	34.5%
RETURNING										
White	2122	64.8%	2166	63.6%	2390	65.1%	2565	66.2%	2430	65.1%
Black	187	62.1%	229	62.4%	235	61.4%	252	64.3%	261	68.7%
Other	53	58.9%	54	70.1%	50	57.5%	58	63.0%	57	64.8%
TOTAL	2362	64.4%	2449	63.7%	2675	64.6%	2875	65.9%	2748	65.5%
ALL STUDENTS										
White	3277	100%	3403	100%	3669	100%	3877	100%	3730	100%
Black	301	100%	367	100%	383	100%	392	100%	380	100%
Other	90	100%	77	100%	87	100%	92	100%	88	100%
TOTAL	3668	100%	3847	100%	4139	100%	4361	100%	4198	100%

SOURCE: VCCS Student Enrollment Booklets, Tables 3l, 14b, and 15. Percentage figures indicate the percentage of students in a particular racial category by their status (new or returning). A new student is any student who has never attended PVCC before. Note that prior to fall 1988 PVCC operated under the quarter system; it now operates under the semester system.

Proportionally, slightly fewer blacks than whites were full-time students at PVCC during Fall Semester 1988. Full-time students were those enrolled in 12 or more hours of course work during the term. As can be seen in Table 8, 19% of all white students were classified as full-time, and 17.4% of all black students were classified as full-time. This reverses a two-year trend in which a higher percentage of blacks than whites were full-time students at PVCC. As has always been the case, a larger percentage of other minority students than of either white or black students were enrolled full-time in fall 1988.

TABLE 8: PVCC FALL TERM HEADCOUNT BY RACE AND FULL-TIME/PART-TIME STATUS

CATEGORY	1984 No.	1984 Pct.	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.
FULL-TIME										
White	606	18.5%	585	17.2%	587	16.0%	699	18.0%	710	19.0%
Black	54	17.9%	54	14.7%	66	17.2%	75	19.1%	66	17.4%
Other	24	26.7%	17	22.1%	22	25.3%	25	27.2%	24	27.3%
TOTAL	684	18.6%	656	17.1%	675	16.3%	799	18.3%	800	19.1%
PART-TIME										
White	2671	81.5%	2818	82.8%	3082	84.0%	3178	82.0%	3020	81.0%
Black	247	82.1%	313	85.3%	317	82.8%	317	80.9%	314	82.6%
Other	66	73.3%	60	77.9%	65	74.7%	67	72.8%	64	72.7%
TOTAL	2984	81.4%	3191	82.9%	3464	83.7%	3562	81.7%	3398	80.9%
ALL STUDENTS										
White	3277	100%	3403	100%	3669	100%	3877	100%	3730	100%
Black	301	100%	367	100%	383	100%	392	100%	380	100%
Other	90	100%	77	100%	87	100%	92	100%	88	100%
TOTAL	3668	100%	3847	100%	4139	100%	4361	100%	4198	100%

SOURCE: VCCS Student Enrollment Booklets, Table 15. Percentage figures indicate the percentage of students in a particular racial category by their status (full-time or part-time). A full-time student is any student carrying twelve or more credit hours of course work during the quarter. Note that prior to fall 1988 PVCC operated under a quarter system; it now operates under a semester system.

PVCC fall term headcount by race and class is shown in Table 9. Typically, during any fall term, a higher percentage of minority students are classified as freshmen than white students. Of course, this raises the question of minority retention at PVCC. Although approximately the same percentage of white and black students are new each year, a lower percentage of minority students the following year are classified as sophomores. In other words, minority students are less likely to complete their freshman year of study at PVCC and return the following year as sophomores. The assumption that

TABLE 9: PVCC FALL TERM HEADCOUNT BY RACE AND CLASS

CATEGORY	1984 No.	1984 Pct.	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.
FRESHMEN										
White	1152	35.2%	1206	35.4%	1219	33.2%	1455	37.5%	1486	39.8%
Black	102	33.9%	142	38.7%	153	39.9%	172	43.9%	191	50.3%
Other	26	28.9%	31	40.3%	37	42.5%	33	35.9%	45	51.1%
TOTAL	1280	34.9%	1379	35.8%	1409	34.0%	1660	38.1%	1722	41.0%
SOPHOMORES										
White	379	11.6%	339	10.0%	396	10.8%	452	11.7%	493	13.2%
Black	31	10.3%	32	8.7%	33	8.6%	35	8.9%	35	9.2%
Other	11	12.2%	5	6.5%	15	17.2%	13	14.1%	9	10.2%
TOTAL	421	11.5%	376	9.8%	444	10.7%	500	11.5%	537	12.8%
DEVELOPMENTAL										
White	140	4.3%	87	2.6%	77	2.1%	51	1.3%	25	0.7%
Black	40	13.3%	39	10.6%	47	12.3%	33	8.4%	12	3.2%
Other	21	23.3%	10	13.0%	6	6.9%	8	8.7%	3	3.4%
TOTAL	201	5.5%	136	3.5%	130	3.1%	92	2.1%	40	1.0%
UNCLASSIFIED										
White	1606	49.0%	1771	52.0%	1977	53.9%	1919	49.5%	1726	46.3%
Black	128	42.5%	154	42.0%	150	39.2%	152	38.8%	142	37.4%
Other	32	35.6%	31	40.3%	29	33.3%	38	41.3%	31	35.2%
TOTAL	1766	48.1%	1956	50.8%	2156	52.1%	2109	48.4%	1899	45.2%
ALL STUDENTS										
White	3277	100%	3403	100%	3669	100%	3877	100%	3730	100%
Black	301	100%	367	100%	383	100%	392	100%	380	100%
Other	90	100%	77	100%	87	100%	92	100%	88	100%
TOTAL	3668	100%	3847	100%	4139	100%	4361	100%	4198	100%

SOURCE: VCCS Student Enrollment Booklets, Tables 4 and 7. Percentage figures indicate the percentage of students in a particular racial category by class status (freshman or sophomore). Students who have successfully completed over 45 credit hours toward their degrees are classified as sophomores; those who have not are classified as freshmen. Students taking fifty percent or more of their classes in developmental studies are classified as developmental students. Unclassified students are those not enrolled in any program. Note that prior to fall 1988 PVCC operated under a quarter system; it now operates under a semester system.

minority retention is lower than white retention is borne out by the latest retention study, which found that "retention rates for full-time black students were 15% to 20% lower than retention rates for full-time white students."[4]

[4]Ronald B. Head, *Quarterly Student Retention at Piedmont Virginia Community College: 1987-1988* (PVCC Institutional Research Report No. 10-88, November 1988), p. 19.

PVCC fall term enrollment by race and program is shown in Table 10.

During fall 1988, approximately the same percentage of white and non-white students were enrolled in college transfer curricula. The percentage of non-white students enrolled in occupational/technical curricula was higher than that of white students. The percentage of white students classified as developmental was lower than that of non-white students, but it should be noted that

TABLE 10: PVCC FALL TERM HEADCOUNT BY RACE AND TYPE OF PROGRAM

CATEGORY	1984 No.	1984 Pct.	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.
COLLEGE TRANSFER										
White	898	27.4%	918	27.0%	1026	28.0%	1256	32.4%	1297	34.8%
Black	64	21.3%	87	23.7%	98	25.6%	108	27.6%	127	33.4%
Other	21	23.3%	18	23.4%	30	34.5%	32	34.8%	45	51.1%
TOTAL	983	26.8%	1023	26.6%	1154	27.9%	1396	32.0%	1469	35.0%
OCCUPATIONAL /TECHNICAL										
White	633	19.3%	627	18.4%	589	16.1%	651	16.8%	682	18.3%
Black	69	22.9%	87	23.7%	88	23.0%	99	25.3%	99	26.1%
Other	16	17.8%	18	23.4%	22	25.3%	14	15.2%	9	10.2%
TOTAL	718	19.6%	732	19.0%	699	16.9%	764	17.5%	790	18.8%
DEVELOPMENTAL										
White	140	4.3%	87	2.6%	77	2.1%	51	1.3%	25	0.7%
Black	40	13.3%	39	10.6%	47	12.3%	33	8.4%	12	3.2%
Other	21	23.3%	10	13.0%	6	6.9%	8	8.7%	3	3.4%
TOTAL	201	5.5%	136	3.5%	130	3.1%	92	2.1%	40	1.0%
UNCLASSIFIED										
White	1606	49.0%	1771	52.0%	1977	53.9%	1919	49.5%	1726	46.3%
Black	128	42.5%	154	42.0%	150	39.2%	152	38.8%	142	37.4%
Other	32	35.6%	31	40.3%	29	33.3%	38	41.3%	31	35.2%
TOTAL	1766	48.1%	1956	50.8%	2156	52.1%	2109	48.4%	1899	45.2%
ALL STUDENTS										
White	3277	100%	3403	100%	3669	100%	3877	100%	3730	100%
Black	301	100%	367	100%	383	100%	392	100%	380	100%
Other	90	100%	77	100%	87	100%	92	100%	88	100%
TOTAL	3668	100%	3847	100%	4139	100%	4361	100%	4198	100%

SOURCE: VCCS Student Enrollment Booklets, Table 4. Percentage figures indicate the percentage of students in a particular racial category by the program in which they are enrolled. College transfer students are enrolled in programs leading toward the A.A. or A.S. degrees. These programs are designed as transfer programs to four-year colleges or universities. Occupational/technical students are enrolled in programs leading toward the A.A.S. degree or toward a certificate or diploma. These programs are designed to provide job-related skills for various occupational fields. Students taking fifty percent or more of their classes in developmental studies are classified as developmental students. Unclassified students are those not enrolled in any degree program. Note that prior to fall 1988 PVCC operated under a quarter system; it now operates under a semester system.

there have been problems with respect to classifying students as developmental.[5] In all, as has usually been the case during fall terms, a higher percentage of minority students than of white students were enrolled in programs leading toward degrees, certificates, or diplomas.

Enrollment patterns by race and degree sought are shown in Table 11. College transfer programs are those leading toward either the A.A. or A.S. degrees; occupational/technical programs are those leading toward the A.A.S. degree, a certificate, or a diploma. PVCC fall term headcount by race and actual curricula is shown in Table 12 and Table 13. These tables are presented to assist academic administrators in assessing minority enrollments within their divisions and programs. However, considerable caution should be exercised when examining these data. In any particular year, very few minority students may be enrolled in a particular curriculum. Because of such small numbers, the statistical reliability of the data is questionable.

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[5]See Ronald B. Head, *A Snapshot of Developmental Studies at Piedmont Virginia Community College: Fall Quarter 1987* (PVCC Institutional Research Report No. 2-88, February 1988).

TABLE 11: PVCC FALL TERM HEADCOUNT BY RACE AND DEGREE SOUGHT

CATEGORY	1984 No.	1984 Pct.	1985 No.	1985 Pct.	1986 No.	1986 Pct.	1987 No.	1987 Pct.	1988 No.	1988 Pct.
A.A.										
White	125	3.8%	194	5.7%	245	6.7%	314	8.1%	354	9.5%
Black	4	1.3%	9	2.5%	14	3.7%	20	5.1%	17	4.5%
Other	1	1.1%	4	5.2%	9	10.3%	6	6.5%	11	12.5%
TOTAL	130	3.5%	207	5.4%	268	6.5%	340	7.8%	382	9.1%
A.S.										
White	773	23.6%	724	21.3%	781	21.3%	942	24.3%	943	25.3%
Black	60	19.9%	78	21.3%	84	21.9%	88	22.4%	110	28.9%
Other	20	22.2%	14	18.2%	21	24.1%	26	28.3%	34	38.6%
TOTAL	853	23.3%	816	21.2%	886	21.4%	1056	24.2%	1087	25.9%
A.A.S.										
White	558	17.0%	558	16.4%	517	14.1%	590	15.2%	623	16.7%
Black	60	19.9%	75	20.4%	70	18.3%	85	21.7%	91	23.9%
Other	11	12.2%	18	23.4%	20	23.0%	14	15.2%	9	10.2%
TOTAL	629	17.1%	651	16.9%	607	14.7%	689	15.8%	723	17.2%
DIPLOMA										
White	26	0.8%	14	0.4%	10	0.3%	9	0.2%	5	0.1%
Black	0	0.0%	0	0.0%	1	0.3%	0	0.0%	0	0.0%
Other	4	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	30	0.8%	14	0.4%	11	0.3%	9	0.2%	5	0.1%
CERTIFICATE										
White	49	1.5%	55	1.6%	62	1.7%	52	1.3%	54	1.4%
Black	9	3.0%	12	3.3%	17	4.4%	14	3.6%	8	2.1%
Other	1	1.1%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
TOTAL	59	1.6%	67	1.7%	81	2.0%	66	1.5%	62	1.5%
DEVELOPMENTAL										
White	140	4.3%	87	2.6%	77	2.1%	51	1.3%	25	0.7%
Black	40	13.3%	39	10.6%	47	12.3%	33	8.4%	12	3.2%
Other	21	23.3%	10	13.0%	6	6.9%	8	8.7%	3	3.4%
TOTAL	201	5.5%	136	3.5%	130	3.1%	92	2.1%	40	1.0%
UNCLASSIFIED										
White	1606	49.0%	1771	52.0%	1977	53.9%	1919	49.5%	1726	46.3%
Black	128	42.5%	154	42.0%	150	39.2%	152	38.8%	142	37.4%
Other	32	35.6%	31	40.3%	29	33.3%	38	41.3%	31	35.2%
TOTAL	1766	48.1%	1956	50.8%	2156	52.1%	2109	48.4%	1899	45.2%
ALL STUDENTS										
White	3277	100%	3403	100%	3669	100%	3877	100%	3730	100%
Black	301	100%	367	100%	383	100%	392	100%	380	100%
Other	90	100%	77	100%	87	100%	92	100%	88	100%
TOTAL	3668	100%	3847	100%	4139	100%	4361	100%	4198	100%

SOURCE: VCCS Student Enrollment Booklets, Tables 4 and 7. Percentage figures indicate the percentage of students in a particular racial category by the degree they are seeking. Degrees offered by PVCC are the Associate of Arts (A.A.), the Associate of Science (A.S.), and the Associate of Applied Science (A.A.S.). PVCC also offers certificates and diplomas in various career-related fields. Students taking fifty percent or more of their classes in developmental studies are classified as developmental students. Unclassified students are those not seeking any degree and not enrolled in any program. Note that prior to fall 1988 PVCC operated under a quarter system; it now operates under a semester system.

TABLE 12: PVCC FALL TERM HEADCOUNT NUMBER BY RACE AND CURRICULUM

CURRICULUM	1984 Wh	1984 Bl	1984 Oth	1984 ALL	1985 Wh	1985 Bl	1985 Oth	1985 ALL	1986 Wh	1986 Bl	1986 Oth	1986 ALL	1987 Wh	1987 Bl	1987 Oth	1987 ALL	1988 Wh	1988 Bl	1988 Oth	1988 ALL
Business Admin.	179	7	1	187	215	17	3	235	245	18	7	270	295	13	7	315	323	28	10	361
Education	51	5	0	56	66	4	0	70	72	2	1	75	71	4	2	77	79	6	3	88
Fine Arts	20	1	1	22	23	3	2	28	37	2	2	41	38	1	0	39	54	2	1	57
General Studies	427	43	10	480	334	48	6	388	363	60	7	430	457	61	8	526	422	72	12	506
Liberal Arts	105	3	0	108	171	6	2	179	208	12	7	227	276	19	6	301	300	15	10	325
Science	116	5	9	130	109	9	5	123	101	4	6	111	119	10	9	138	119	4	9	132
AA/AS TOTAL	898	64	21	983	918	87	18	1023	1026	98	30	1154	1256	108	32	1396	1297	127	45	1469
Accounting	51	6	1	58	37	2	0	39	51	3	1	55	45	10	1	56	63	9	0	72
Computer Prog.	0	0	0	0	119	23	6	148	81	20	5	106	90	16	3	109	88	27	3	118
Data Processing	144	16	4	164	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0
Draft & Design	0	0	0	0	0	0	0	0	10	0	0	10	27	1	0	28	25	2	0	27
Electronics	45	4	1	50	61	12	5	78	40	8	5	53	52	6	4	62	51	8	2	61
Management	113	12	2	127	148	17	3	168	138	21	2	161	152	17	2	171	146	17	0	163
Marketing	0	0	0	0	0	0	0	0	9	0	0	9	18	2	1	21	38	2	1	41
Merchandizing	3	1	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nursing	116	6	2	124	118	7	2	127	98	6	4	108	112	15	2	129	129	10	1	140
Office Systems	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	29	12	1	42
Police Science	35	5	0	40	34	3	0	37	35	3	0	38	41	5	0	46	41	3	1	45
Resp. Therapy	25	3	1	29	17	1	1	19	16	1	1	18	16	0	0	16	10	0	0	10
Science Lab	0	0	0	0	0	0	0	0	0	0	0	0	5	2	1	8	3	1	0	4
Sec. Science	26	7	0	33	22	10	1	33	39	8	2	49	32	11	0	43	0	0	0	0
AAS TOTAL	558	60	11	629	558	75	18	651	517	70	20	607	590	85	14	689	623	91	9	723
Arts/Crafts	5	0	0	5	2	0	0	2	6	1	0	7	4	1	0	5	2	0	0	2
Bus. Ind. Super.	4	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Career Studies	9	3	1	13	37	10	0	47	32	13	2	47	28	11	0	39	39	5	0	44
Child Care	6	3	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Clerical Studies	5	0	0	5	3	0	0	3	2	0	0	2	1	0	0	1	2	0	0	2
Drafting	16	0	0	16	3	1	0	4	8	0	0	8	6	0	0	6	4	0	0	4
Draft Design	0	0	0	0	14	0	0	14	10	1	0	11	9	0	0	9	5	0	0	5
Elec./Electr.	15	0	4	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Electronic Svc.	3	1	0	4	3	1	0	4	4	1	0	5	6	2	0	8	3	1	0	4
Health Tech.	11	2	0	13	6	0	0	6	6	2	0	8	5	0	0	5	1	1	0	2
Law Enforcement	1	0	0	1	1	0	0	1	4	0	0	4	2	0	0	2	3	1	0	4
DIP/CERT TOTAL	75	9	5	89	69	12	0	81	72	18	2	92	61	14	0	75	59	8	0	67
DEVELOPMENTAL	140	40	21	201	87	39	10	136	77	47	6	130	51	33	8	92	25	12	3	40
UNCLASSIFIED	1606	128	32	1766	1771	154	31	1956	1977	150	29	2156	1919	152	38	2109	1726	142	31	1899
GRAND TOTAL	3277	301	90	3668	3403	367	77	3847	3669	383	87	4139	3877	392	92	4361	3730	380	88	4198

SOURCE: VCCS Student Enrollment Booklet, Tables 4 and 7. Wh=White; Bl=Black; Oth=Other; All=total. Prior to fall 1988 PVCC operated under a quarter system; it now operates under a semester system.

TABLE 13: PVCC FALL TERM HEADCOUNT PERCENTAGE BY RACE AND CURRICULUM

CURRICULUM	1984				1985				1986				1987				1988			
	Wh	Bl	Oth	ALL	Wh	Bl	Oth	ALL	Wh	Bl	Oth	ALL	Wh	Bl	Oth	ALL	Wh	Bl	Oth	ALL
Business Admin.	5%	2%	1%	5%	6%	5%	4%	6%	7%	5%	8%	7%	8%	3%	8%	7%	9%	7%	11%	9%
Education	2%	2%	0%	2%	2%	1%	0%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	3%	2%
Fine Arts	1%	0%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%
General Studies	13%	14%	11%	13%	10%	13%	8%	10%	10%	16%	8%	10%	12%	16%	9%	12%	11%	19%	14%	12%
Liberal Arts	3%	1%	0%	3%	5%	2%	3%	5%	6%	3%	8%	5%	7%	5%	7%	7%	8%	4%	11%	8%
Science	4%	2%	10%	4%	3%	2%	6%	3%	3%	1%	7%	3%	3%	3%	10%	3%	3%	1%	10%	3%
AA/AS TOTAL	27%	21%	23%	27%	27%	24%	23%	27%	28%	26%	34%	28%	32%	28%	35%	32%	35%	33%	51%	35%
Accounting	2%	2%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%	2%	0%	2%
Computer Prog.	0%	0%	0%	0%	3%	6%	8%	4%	2%	5%	6%	3%	2%	4%	3%	2%	2%	7%	3%	3%
Data Processing	4%	5%	4%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Draft & Design	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%
Electronics	1%	1%	1%	1%	2%	3%	6%	2%	1%	2%	6%	1%	1%	2%	4%	1%	1%	2%	2%	1%
Management	3%	4%	2%	3%	4%	5%	4%	4%	4%	5%	2%	4%	4%	4%	2%	4%	4%	4%	0%	4%
Marketing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	1%	1%	1%
Merchandizing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nursing	4%	2%	2%	3%	3%	2%	3%	3%	3%	2%	5%	3%	3%	4%	2%	3%	3%	3%	1%	3%
Office Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	3%	1%	1%
Police Science	1%	2%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Resp. Therapy	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Science Lab	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%
Sec. Science	1%	2%	0%	1%	1%	3%	1%	1%	1%	2%	2%	1%	1%	3%	0%	1%	0%	0%	0%	0%
AAS TOTAL	17%	20%	12%	17%	16%	20%	23%	17%	14%	18%	23%	15%	15%	22%	15%	16%	17%	24%	10%	17%
Arts/Crafts	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bus. Ind. Super.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Career Studies	0%	1%	1%	0%	1%	3%	0%	1%	1%	3%	2%	1%	1%	3%	0%	1%	1%	1%	0%	1%
Child Care	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Clerical Studies	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Drafting	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Draft Design	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Elec./Electr.	0%	0%	4%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Electronic Svc.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Health Tech.	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Law Enforcement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DIP/CERT TOTAL	2%	3%	6%	2%	2%	3%	0%	2%	2%	5%	2%	2%	2%	4%	0%	2%	2%	2%	0%	2%
DEVELOPMENTAL	4%	13%	23%	5%	3%	11%	13%	4%	2%	12%	7%	3%	1%	8%	9%	2%	1%	3%	3%	1%
UNCLASSIFIED	49%	43%	36%	48%	52%	42%	40%	51%	54%	39%	33%	52%	49%	39%	41%	48%	46%	37%	35%	45%

SOURCE: VCCS Student Enrollment Booklet, Table 11. Percentages within this table are by column. In other words, a percentage figure represents the percentage of students by race in a particular curriculum. Wh=White; Bl=Black; Oth=Other; All=total. Prior to fall 1988 PVCC operated under a quarter system; it now operates under a semester system.

CONCLUSIONS

Although in many respects minority enrollment patterns for Fall Semester 1988 were similar to those for Fall Quarter 1987, Fall Quarter 1986, and Fall Quarter 1985, several trends noted in this study suggest that PVCC needs to re-examine its minority recruiting and retention strategies. These trends were particularly noticeable with respect to black students.

First, in terms of both number and percentage, there was a sharp decline in black male attendance at PVCC. In fall 1987, 131 black males attended PVCC; in fall 1988 the number of black males fell to 110, a 16.1% decline, and the percentage fell from 33.4% of all black students to 28.9%. During the same period of time, the number of black females rose from 261 to 270, a 3.4% increase.

Second, in terms of both number and percentage, there was a decline in new black students between fall 1987 and fall 1988. The number of new black students dropped from 140 to 119, a 15% decline, and the percentage of new black students fell from 35.7% of all black students to 31.3%.

Third, a slight decrease in both number and proportion of black full-time students was noted. In Fall Quarter 1987, 75 blacks were classified as full-time students (19.1% of all black students); in Fall Semester 1988, 66 blacks were classified as full-time students (17.4% of all black students).

Finally--and this trend has been in evidence for several years--there were proportionally fewer black sophomores at PVCC than white sophomores. In fall 1988, 39.8%

of all white students were classified as freshmen, and 13.2% were classified as sophomores; 50.3% of all black students were classified as freshmen, and 9.2% were classified as sophomores.

What these trends suggest is that PVCC is not recruiting as many black students as it should. This is especially true with respect to black males. Also, PVCC may not be retaining as many black students as it should. The college should re-examine its recruiting and retention strategies and intensify its efforts to attract and keep minority students.

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